

Subject: RE: HomeTown News
From: Miki Payne <Miki@hbdrollinger.com>
Date: 08/22/2016 10:53 AM
To: Les Watt <les@blacktievalet.com>, "westchester.cfm@gmail.com" <westchester.cfm@gmail.com>, Donald Duckworth <duckworth.donald@gmail.com>

Hi Gang,

If we go with the 6 month commitment the price is \$375 per month (\$25 more), but we still get our guaranteed spot, however, we don't get the "article" that comes with the 12-month commitment. I understand and respect our commitment to our budget...please let me know your thoughts.

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Miki Payne
Operations Manager

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From: Miki Payne
Sent: Monday, August 15, 2016 3:44 PM
To: Les Watt; westchester.cfm@gmail.com; Donald Duckworth
Cc: HomeTown News
Subject: HomeTown News

Dear SWFM Team,

I spoke to Steph (copied here) and she said the price for a 12-year commitment for a ¼ page color ad is \$350.00 per month. She would keep us in the same place every month on the inside of the back page, if we understand that if someone wants to purchase the PREMIUM FULL-back page (rarely happens) she would move us to the same location, one more page in, for that month. I am not sure this is in our budget, but I think it would be good for branding. If we include the Wed market, perhaps it would be split?

As an aside, Steph said that if we do commit to the advertising for a year, she will come to next Sunday's market and take pics of the actual vendors and do a nice spread on the Sunday Market and Vendors/Petting Zoo, etc.

M

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